

**City of Seattle
Office of Economic Development (OED)**

**Request for Qualifications (RFQ)
Buy Local Marketing Consultant**

March 1, 2010

Submittals due 5:00 p.m. Friday April 2, 2010

Introduction

The City of Seattle Office of Economic Development (OED) is soliciting qualifications from individuals or organizations to assist Seattle neighborhood business districts participating in a collaborative city-wide buy local marketing campaign.

Background

OED's mission is to provide economic development assistance to businesses, community organizations, and residents to support a strong Seattle economy, thriving neighborhoods and broadly shared prosperity. To further this mission, OED offers a variety of tools and resources for neighborhood business district organizations to promote Seattle's diverse neighborhood commercial centers.

One of these tools is an annual competitive funding awards program that provides project funding to non-profit neighborhood business organizations (Chambers of Commerce, Merchants Associations, Business Improvement Areas) throughout the city to support the business environment in their districts.

In 2010, OED is allocating a portion of this funding to procure a consultant who will develop and implement a collaborative, city-wide buy local marketing campaign that will include 4 – 6 neighborhood districts. The districts interested in participating in this program will apply to participate through the 2010 OED Neighborhood Business District Request for Proposals (RFP). This RFP can be found on the OED website: www.seattle.gov/economicdevelopment.

Funding

The budget for developing and implementing the buy local marketing program in 2010 is approximately \$75,000 – \$100,000 which includes:

- consulting services to assist 4-6 neighborhood business district organizations who have been chosen to participate in a collaborative, city-wide buy local marketing campaign
- development of a collaborative marketing campaign
- design and production of brands, logos, and collateral materials for the campaign
- campaign implementation which may include print advertizing and/or other media

Anticipated Scope of Work

The scope of work under this award will likely include:

- lead the business district organizations participating in the program to develop and implement a collaborative, city-wide buy local marketing campaign
- develop the key elements of the campaign and the approach, with an emphasis on building from existing buy local and neighborhood branding work, incorporating an educational component about how buying local benefits our economy, and highlighting the locally owned independent businesses in the participating districts
- design and produce materials that support the elements of the campaign
- work with individual business districts to integrate and coordinate their work, develop tools to assist with implementing and sustaining the campaign
- provide recommendations and tools for evaluating the effectiveness of the campaign

Responses

Interested parties should respond to this RFQ providing:

- a cover letter stating the name of the individual, organization or firm and contact information
- a statement of qualifications describing experience and expertise in:
 1. developing and implementing successful marketing campaigns, particularly those that increase impact by integrating the work of individual efforts to carry a unified message
 2. working with non-profit neighborhood business organizations
 3. the concept and benefits of buying local
- examples of projects executed that most closely relates to this project
- qualifications and references for key staff

Seven (7) hard copies of your response must arrive **no later** than 5:00 p.m. on Friday, April 2, 2010 to:

City of Seattle Office of Economic Development
700 Fifth Ave, Suite 5752
PO Box 94708
Seattle, WA 98124-4708
Attn: Karen Selander

OED retains the right to reject any and all responses and is not required to award a contract if the responses received failed to meet the requirements.

All documents and any attachments should be 8-1/2" x 11". **No emails or faxes will be accepted.**

Selection Criteria

Responses will be reviewed by a Committee consisting of staff from OED and will weigh the following criteria when ranking the responses:

- The overall quality of the response. Whether the response has successfully demonstrated the experience and expertise requested
- The individual or organization and its lead staff have successfully worked with neighborhood business districts and/or the business community in the past and have the capacity to achieve the desired results

The Committee may request interviews and/or presentations by the respondents prior to awarding a contract.

Contracts

OED will develop a contract with the successful respondent. The contract will include a scope of work and project milestones and outcomes. Reimbursement will be based on achievement of project milestones and outcomes.

Protest Procedures

In the event that an unsuccessful RFQ respondent wishes to protest the selection of a successful respondent, they must do so by submitting in writing the reason for the protest to the Director of OED. Any such protest must be received within three (3) business days of receipt of notification of the successful respondent.

The decision of the Director will be final and conclusive unless the respondent affected makes a written request for reconsideration by the Director. Such a request must be received within three (3) business days after receipt of the Director's decision. A request for reconsideration will be denied unless the respondent affected shows the request is based on information that was not available prior to the protest. The Director shall consider all the facts available and issue a decision within five (5) business days after receipt of the request for rehearing, unless additional time is necessary, in which case, the affected respondent will be notified of the delay.

Women and Minority-Owned Business Use Requirements

In accordance with the Seattle Municipal Code 20.46A, the selected contractor will be required to make affirmative efforts to utilize WMBEs in performing the contract, whether as subcontractors, suppliers, or in any other capacity. The selected contractor must also comply with affirmative action and equal employment opportunity provisions mandated by SMC 20.44. There will be no Women and Minority-Owned Business (WMBE) set-aside requirements on the resulting contract.

Fair Contracting Practices Ordinance

The selected contractors will be required to comply with the Fair Contracting Practices Ordinance of the City of Seattle (Ordinance 119601), as amended. Conduct made unlawful by that ordinance constitutes a breach of contract.

Engaging in an unfair contracting practice may also result in the imposition of a civil fine or forfeiture under the Seattle Criminal Code as well as various civil remedies.

For questions regarding this RFQ, please contact Karen Selander at (206) 733-9256 or karen.selander@seattle.gov